



GEORGETOWN UNIVERSITY LAW CENTER
INSTITUTE FOR PUBLIC REPRESENTATION

Hope M. Babcock
Angela J. Campbell
David C. Vladeck
Directors
Eric D. Albert
Visiting Director
Marvin Ammori+*
Jillian M. Cutler+**
Emma E. Garrison+***
Jennifer L. Prime+****
Kristi M. Smith
Staff Attorneys

600 New Jersey Avenue, NW, Suite 312
Washington, DC 20001-2075
Telephone: 202-662-9535
TDD: 202-662-9538
Fax: 202-662-9634

September 21, 2005

Via Electronic Filing

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, S.W., TW-A325
Washington, DC 20554

Re: Children's Television Obligations of Digital Television Broadcasters, MM Docket No. 00-167

Dear Ms. Dortch:

Pursuant to section 1.1206(b)(2) of the Commission's rules, we hereby submit this notice regarding an *ex parte* meeting in the above-referenced proceeding.

On Tuesday, September 20, 2005, representatives of the Children's Media Policy Coalition ("Coalition") met with Commissioner Kathleen Q. Abernathy and Legal Advisor Lauren Belvin. Coalition members in attendance were: Gloria Tristani of the Office of Communications of the United Church of Christ; Todd Haiken of the National PTA; Marjorie Tharp of the American Academy of Pediatrics; Patti Miller of Children Now; Jeff McIntyre of the American Psychological Association; and Professor Angela Campbell, Jennifer Prime, Adam Lusthaus, and John Kosmidis of the Institute for Public Representation at Georgetown University Law Center.

The Coalition discussed its Opposition to the Petitions for Reconsideration in the above-referenced proceeding. The Coalition members also discussed possible court review related to the September 9, 2004 Order in the above-referenced proceeding.

The Coalition referenced the attached draft article by Professor Campbell detailing the extensive use of character marketing to children and gave Commissioner Abernathy examples of host selling on program websites; a study by the Sesame Workshop showing the influence of known characters on children's dietary choices; and a preliminary 2004 study by the Federal Trade

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*Admitted to the Illinois Bar only. **Admitted to the Pennsylvania Bar only.
Admitted to the California Bar only. *Admitted to the Indiana Bar only

Commission showing the substantial increase in program promotions on television over the past thirty years. These documents are attached to this filing.

In accordance with the Commission's rules, this *ex parte* notice is being filed electronically in the above-referenced docket. If you have any questions regarding this filing, please do not hesitate to contact me at (202) 662-9543.

Respectfully Submitted,

/s/ Jennifer Prime

Jennifer Prime

Attachments

CC:
Commissioner Kathleen Abernathy
Lauren Belvin